

Target Audience

Client Profile: Small businesses in all industries with **5 to 500** employees that have little or no in-house IT expertise

Target Industries: All Industries

Value Statement

For: Small businesses owners and office managers

Who Need: Simple, affordable, low-touch, IT solutions that will enable them to use email, create and share documents, establish security-rich networks, connect branch offices, provide remote access, and protect business-critical data, without the luxury of a dedicated IT staff

IBM Provides: Lotus Foundations *Start*—an all-in one IT solution that enables companies to focus on business instead of IT by providing the essential software required to reliably run a business, securely and with simplicity—without the need for extensive IT expertise. Lotus Foundations *Start* simplifies the small business IT experience while still providing enterprise-class performance.

Unlike: Competitive solutions that are not fully autonomic, based on proprietary code, subject to more cyberthreats, require additional software purchases and upgrades, and need significantly more IT support to deploy and manage

IBM's offering is optimized for small businesses and delivered and installed through a network or trusted, local business partners fluent in the needs and operations of small business

Solution

Lotus Foundations *Start* v1.1 / Reach v1.0 (add-on)

Overview

IBM Lotus Foundations *Start* is an on-premise appliance and complete solution for businesses with 5-500 employees and limited or no in-house technical resources. It leverages self-managing and self-healing capabilities that minimize the need for human intervention. It enables customers to use email, create and share documents, centrally manage files, store and secure data, control access to information, connect offices and employees and protects their network and systems from unwanted disruptions and intrusions. Coupled with the Lotus Foundations Reach add-on component, the solution provides instant messaging, VoIP and video chat, and more. Lotus Foundations also enables customers to run Linux and Lotus Domino applications and Microsoft Windows applications within a VMware container.

Pain Points

- Lack technical expertise to favorably leverage technology
- Unauthorized network intrusions, viruses and spam threaten security of business information and disrupt productivity
- Downtime and/or loss of data impede business continuity and profitability
- Complexity and cost of business collaboration and productivity solutions
- Time/expense of dealing with multiple technology vendors and products
- Time is lost when employees are out of the office
- Cost of business travel, telephone/mobile communications

Benefits

- Deploys in under 30 minutes* through an automated installation and configuration process
- System autonomics minimize the need for IT support staff
- Continually protects critical business data, prioritized by the customer, using frequent, automated disk backup technology
- Can recover lost data and configuration settings in minutes, without the need of a dedicated IT staff
- Protects business networks, web sites and email systems from unwanted intrusions, viruses and spam
- Enables remote connectivity for mobile employees to provide anywhere, anytime access to information
- Provides central file management
- Facilitates collaboration with email and calendaring functionality
- Enables users to create, edit and share documents with the included Lotus Symphony productivity suite
- Allows users to maintain their existing client experience when it comes to email and document functionality
- Customers benefit from the stability of a Linux-based system while enjoying the ability to support the wide array of Microsoft Windows-based applications
- Can be remotely administered, reducing the need for down-time caused by on-site visits
- Provides a stable, reliable Linux based OS
- Supports distributed deployment for businesses with multiple remote offices
- Lotus Foundations Reach add-on, provides instant messaging, presence awareness, VoIP and video chat

Key Questions

- What would you do if you could focus more on business rather than worry about IT?
- What benefits would sourcing your technology needs from a single vendor provide? How could you benefit from a single technology solution to address your IT needs?
- What is your data backup strategy? What would you do if you lost all of your business data?
- How do you prevent unauthorized access to your systems and network?
- What methods do you use to limit spam and email viruses? Where does network security rank in terms of importance?
- Would you benefit if employees could connect remotely?
- How do the unexpected costs of additional software purchases not covered by base solutions affect your budget?
- What if your team had instant access to colleagues and information while reducing the need for business travel and the cost of telephone/mobile communications?

Competitive Differentiators

- Hands-off operations: self-managing and self-configuring
- Integrated antivirus, antispam and firewall technology
- Based on open-source Linux: less targeted by hackers, no tedious patch management
- Automatic, frequent, prioritized disk backups
- Full system recovery in minutes
- Free office productivity tools in the form of Lotus Symphony
- Integrated communications capabilities

Average Deal Size/Pricing

Average deal: \$2500/15 users: \$229/server; \$149/CAL (HW extra) (Lotus Foundations Reach extra @ \$70/CAL)
Sales Cycle: 15-30 days; Base Lotus Foundations server: \$2409

References

Search for Lotus Foundations on the [CRDB](#)

Hardware Platforms

Architecture: x86 / Certified: Lotus Foundations Appliance, Select IBM system x models / Supported (but not certified): [Third-party](#)

Additional Information

Sales & Marketing Kit: **Lotus Foundations *Start***